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ABSTRACT

Informal inquiries were directed to nine community colleges that have had to plan a new campus in order to determine the variables affecting the impact of the new campus on the existing one. Information obtained is to be applied to the analysis of the impact of the proposed Clinton campus of Prince George's Community College (Maryland) on the existing campus at Largo. Of particular interest is the way enrollments at Clinton can be expected to affect enrollment patterns at Largo. The influential variables emerging from the inquiries were: (1) proximity to a reference population, (2) accessibility of each campus, (3) the plan for scheduling programs and (more importantly) courses, and (4) the specialization intended to apply to each campus. Enrollment patterns at a multicampus school apparently are not entirely dependent on the vagaries of the student but depend in part on the educational program at the new campus. Certain institutions surveyed also indicated that an initial dip in enrollments at the existing campus possibly may occur. (KM)

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Office of Institutional Research

PRINCE GEORGE'S COMMUNITY COLLEGE

REPORT NO. 10: Experience of Selected Community Colleges in Establishing a New Campus.

This report represents an attempt to learn from the experience of other community colleges as they establish or anticipate new campuses under the authority of the same board of trustees. This phenomenon has been variously referred to as the multi-campus, multiple unit district, or cluster college situation. The organizational form associated with the cluster college concept has also been called the federated or cooperative college approach.

The specific question raised here is this: as much as we can learn from informal inquiries directed to selected institutions which have had to plan a new campus, what key variables delineate the foreseeable impact of the new campus on the existing one. Insights gained would be practically applied to the impact of the proposed Clinton Campus on the existing campus at Largo. In particular, we are asking how enrollments at Clinton can be expected to affect enrollment patterns at Largo, both immediately and in the longer run.

A few nearby institutions and a handful that are more remote were polled to get at the answer to these questions. The following institutional research offices were contacted in Maryland and Northern Virginia: Montgomery College, the Community College of Baltimore, and Northern Virginia Community College. More remotely, the following community college sources were contacted by telephone: Florida Junior College at Jacksonville, Miami-Dade, Harper, Maricopa County District (Phoenix), Long Beach, and Dallas. All of these have more than one campus, are contemplating a new campus, or both.

Important variables emerging were these: proximity to a reference population; accessibility of each campus; the plan for scheduling programs and (more importantly) courses; and the specialization intended to apply to each campus. New students tend to enroll at the campus established "down the street or around the corner," while veterans continue at the old. For Prince George's, this may mean that the 3 percent we are matriculating of Surrattsville's June graduates may go up to at least the 20 percent yield now associated with other large high schools in the County, as we open up the nearby Clinton facilities. In addition, potential students now dissuaded by traffic jams and parking problems, in addition to the problem of distance, may be attracted by a more readily accessible campus. Available evidence indicates that easier traffic flow and parking at Largo will bring more students from the northern end of the County. Class scheduling is another consideration. An existing campus must necessarily involve certain constraints of course offerings. We cannot offer all courses at all times. But a new

campus opens up possibilities of scheduling courses at varied times in each place. It would also appear to be good management, however, to arrange for specialized course offerings on each campus. Allied health offerings, for example, have been discussed in connection with the proposed campus at Clinton. Another approach is to identify a particular educational focus for each campus, such as an ecology focus, an industrial focus, a focus on government service or fine arts, and the like. Course offering patterns along these lines may be expected to influence cross-county attendance patterns and traffic flow, and thus enrollment patterns.

In effect, this means that enrollment patterns for the multi-campus institution are not entirely dependent upon the vagaries of the student consumer of local college education. The impact of the Clinton Campus on enrollments at Largo will depend in part on the plan for the educational program at Clinton, and how it is developed from its seedling stage through the growth years.

Certain institutions surveyed indicated that an initial dip in enrollments on an existing campus would not be out of the question. A new campus may be intended to relieve overcrowding at an older campus. The general rule, however, appears to be that if you offer community college education at a new location involving relative population density, the worst you may expect by way of negative enrollment impact is a temporary plateau or slight dip in the line of trend.

The timing of development stages at Clinton will be important. Many of the circumstances of growth will be affected by our development policies. If evening extension courses are offered at Surrattsville in the year ahead, if we are able to start at least one building at Clinton in the next year or two, if we are able to move our "tempos" to Clinton for classes to start in Fall 1974, we will be providing for a kind of development at Clinton that is unlikely to involve negative enrollment impact at Largo. The alternative appears to be an unwelcome one, namely the crisis path associated with "wait and hurry up" development.

8/30/71

SPECIAL STUDY: IMPACT OF A NEW CAMPUS

Institution	Status of Added Campus	Impact Anticipated Or Experienced
Community College of Baltimore	In planning stage	No immediate negative impact; eventually some relief of over-crowding.
Montgomery College	Rockville Campus established in 1964, eclipsing old campus in Takoma Park. Third campus projected in Germantown.	Notable jump in enrollments with new Rockville campus (annual percent increase was running at 5 %, jumped to 33 % in 1964, now back to 17 % per annum. Old campus lost enrollments by about a third in 1964, now back to where it was.) Expansion in headcount anticipated with third campus, no negative impact.
Northern Virginia Community College	Second campus in 1968, three more on drawing boards.	86 % growth with new campus in '68. But more siphoning off of enrollments expected with three new campuses.
Florida Junior College at Jacksonville	Used temporary campuses 1966-70 permanent one established in 1970, second permenent one scheduled for 1971. All suburban.	Complex development plan. Key finding: a new campus draws new persons (first timers).
Miami-Dade	North Campus was first. South Campus second, at other end of county. New facility.	Students already enrolled continue on existing campus; new students enroll on new one. No decrease in enrollment experienced.

Institution	Status of Campus	Impact
Harper	Considering second campus.	80 % of all County High School graduates go on to college. Little chance that second campus will lack takers.
Maricopa County Junior College District (Phoenix)	Multi-campus (Main plus 4 new ones since 1963). Tripled enrollments from 10,000 to 30,000.	Main campus has never changed in enrollments. Steady increase in percent of population served.
Long Beach	2 major campus, 40 locations. (extension) Unitary Administration.	Advice: take pattern of Foothill or DiAnza- separate functions, do not compete. Jealousy, friction otherwise. More locations needed expressed by enrollment growth (no negative impact)
Dallas	First campus (El Centro, Downtown) in 1966, to 7,000 enrollment. Two new suburban campuses in 1970. Four more on the way.	Deliberate relief of overcrowding was necessary and desirable.

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